

Message Text

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TO AMCONSUL HONG KONG

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E.O. 11652: N/A

TAGS: BEXP, CH

SUBJECT: USE OF VIDEO CASSETTES TO PROMOTE US PRODUCTS
AT THE CANTON FAIR

REFS: (A) HONG KONG A-10 (NOTAL)
(B) HONG KONG 2092

1. REFAIR DISCUSSES USE OF VIDEO CASSETTES IN HONG KONG
AND POSSIBLY (AS BUTTRESSED BY REFTTEL) AT THE CANTON
FAIR TO PROMOTE AWARENESS OF US PRODUCTS. THIS TELEGRAM
RESPONDS TO SUGGESTION THAT SUCH CASSETTES BE USED AT THE
CANTON FAIR.

2. THE NATIONAL COUNCIL FOR UNITED STATES-CHINA TRADE
(NCUSCT) HAS BEEN IN TOUCH WITH MEMBER FIRMS AND USDA,
COMMERCE, USIA TO COLLECT 16-MM FILMS AND VIDEO CASSETTES
ON US PRODUCTS AND TECHNOLOGY FOR USE IN CONNECTION WITH
ITS ACTIVITIES AT THE FAIR. NCUSCT HAS ALSO DISCUSSED
THIS WITH THE PRCLO COMMERCIAL SECTION, WHICH VOICED NO
OBJECTION TO SCREENING OF SUCH MATERIAL IN CANTON DURING
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THE FAIR ON AN INVITATIONAL BASIS. BOTH NCUSCT AND

PRCLO NOTED THAT JAPANESE COMPANIES REGULARLY SCREEN FILMS FOR SPECIFIC CHINESE AUDIENCES DRAWN FROM THE FOREIGN TRADE CORPORATIONS.

3. NCUSCT WILL PROVIDE OWN PROJECTORS AND OTHER EQUIPMENT. NCUSCT WILL CONFER WITH CONGEN BEFORE FAIR AND WOULD

WELCOME SUGGESTIONS EXPRESSED DIRECTLY TO IT.

4. BELIEVE THAT AT CURRENT STAGE OF US-PRC RELATIONS IT IS MOST APPROPRIATE THAT ACTIVITIES OF THIS KIND BE CONDUCTED AT "PEOPLE-TO-PEOPLE" LEVEL, FOCUS EXCLUSIVELY ON COMMERCIAL SUBJECTS, AND THAT DIRECT USG INVOLVEMENT BE MINIMIZED. CASEY

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